

# EXPERIENCE WAKEFIELD

## MEDIA PACK

### 2023



# AUDIENCE & DISTRIBUTION: WAKEFIELD VISITOR GUIDE

The focus of the **Wakefield Visitor Guide** is to reach visitor audiences outside of the district, providing them with an overview of the great cultural activity Wakefield has to offer.

The guide has a print run of **30,000** copies.

It is distributed to the **national Tourist Information Centre network**, including the **London City Information Centre**, as well as wider distribution to targeted pick-up points like **transport hubs** and **visitor attractions**.

A smaller number of guides are displayed at cultural institutions and community venues across the Wakefield District.



## AUDIENCE & DISTRIBUTION: DOORSTEP DISCOVERIES



**Doorstep Discoveries** is a twice-yearly publication, with the primary aim of letting residents and visitors know about all the amazing events, exhibitions and experiences happening in the Wakefield district.

Doorstep Discoveries has a print run of **20,000** copies.

It is distributed all over the **Wakefield district**, through a network of over **30 hubs**. These include major cultural institutions, libraries and community centres, as well as major events and festivals, ensuring you reach both **local audiences** and **visitors to the district**.

# CIRCULATION COMPARISON

## PRIMARY TIMES

33,000 (West Yorkshire)

## WAKEFIELD VISITOR GUIDE

30,000 (Nationally)

## DOORSTEP DISCOVERIES

20,000 (Wakefield District)

## NORTHERN LIFE

15,000 (Yorkshire and Lancashire)

## RARING2GO

13,500 (West Yorkshire)

## YORKSHIRE LIVING

13,000 (West Yorkshire)

## FAMILY LIFE

12,000 (Yorkshire)






## DIGITAL SUPPORT

Both the **Wakefield Visitor Guide** and the **Doorstep Discoveries** are also available digitally on the Experience Wakefield website (**Experiencewakefield.co.uk**).

You can browse the current versions at **expwake.co/Visitorguide** and **expwake.co/Doorstep**

Additionally, all print adverts include 2 dedicated posts on Experience Wakefield's social media channels:

	@experiencewakefield	15,800+
	@expwakefield	9,800+
	@experiencewakefield	3,100+

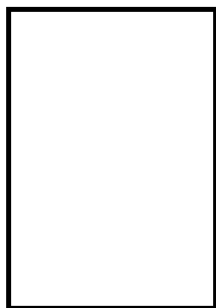
# ADVERTISING OPTIONS: WAKEFIELD VISITOR GUIDE

The **Wakefield Visitor Guide** is published once a year, and covers the entire year.

**Artwork deadline for 2023 is 23 January 2023.**



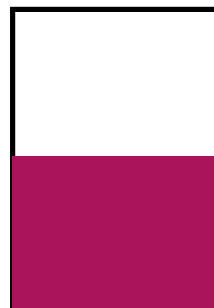
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148x210 mm  
£750



Inside front  
cover  
148x210 mm  
£700



Inside back  
cover  
148x210 mm  
£650



Opposite  
inside back cover  
Half page  
148x105 mm  
(2 available)  
£350

## **Additionally:**

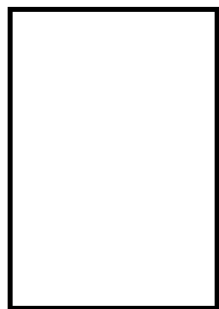
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Available on  
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Quarter pages  
74x105 mm  
Available on  
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£200

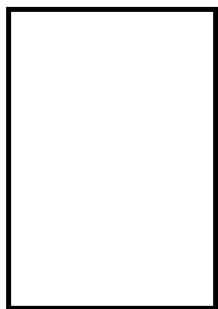
# ADVERTISING OPTIONS: DOORSTEP DISCOVERIES

**Doorstep Discoveries** is published twice yearly, with editions covering **Spring-Summer** (1 April to 30 September) and **Autumn-Winter** (1 October to 30 March).

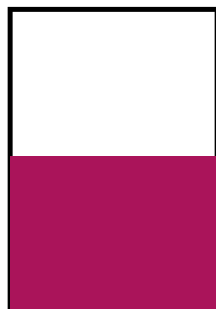
**Artwork deadlines** are: **13 February** for **Spring-Summer** and **14 August** for **Autumn-Winter**



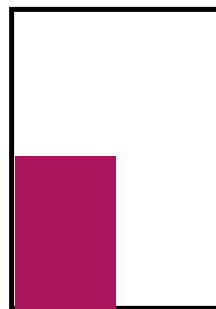
Back cover  
148x210 mm  
£550



Inside back  
cover  
148x210 mm  
£450



Opposite  
inside back  
cover  
Half page  
148x105 mm  
£250



Opposite  
inside back  
cover  
Quarter page  
74x105 mm  
£150



Stand alone  
insert  
(105x148 mm)  
4pp  
£750

## PRINT SPECIFICATIONS

Both the **Wakefield Visitor Guide** and **Doorstep Discoveries** are published in **A5** format, **staple bound**, in **full colour**.

Files should be supplied as either **Hi-Res CMYK PDF** or **EPS**.

Advertisements must be designed to include a **5mm bleed** on all sides.

Fonts must be **embedded** or **converted to outlines**.

All images incorporated within the advert should be **high resolution**, no less than **300 dpi**.

Wakefield Council reserves the right to reject materials supplied for advertising if the quality or content is not satisfactory.





# CONTACT US

**Please get in touch to discuss your individual requirements** The team are on hand to discuss other opportunities to reach your target audiences including:

- **Map take-overs**
- **Sponsorship of events and festivals**
- **Sponsored website “guides” (both listicle and long-form)**
- **Social media take-overs**
- **Influencer packages**

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Experiencewakefield.co.uk

